

**SYSTEM AND METHOD FOR UTILIZING A FULLY-INTEGRATED, ON-LINE
DIGITAL COLLECTIBLE AWARD REDEMPTION AND INSTANT WIN PROGRAM**

Abstract of the Disclosure

5 A fully integrated, on-line digital collectible award redemption and instant-win
program is disclosed. Consumers will receive Limited Edition Digital Objects (LEDOs) from
online merchants and websites as a premium for making online purchases, visiting their websites,
or doing other activities such as taking surveys, signing up for memberships, etc. LEDOs will be
represented on users' computer and TV screens as small images that can be collected and
10 organized in an on-screen viewing album. When activated, LEDOs can show pictures, play
sounds and movies, and be used for a variety of interactive entertainment, including instant win
contests, and as game pieces for video and online games. As for any collectible, key to the
appeal of LEDOs is that they are organized into lines of content that appeals to the passions,
interests, and lifestyles of consumers. Utilizing the present invention, LEDOs can also be saved
15 as redemption points, and can be traded in for redemption award. Consumers as well as on-line
websites will be able to recruit new users of LEDOs, and will be compensated for their recruiting
efforts on an ongoing basis relative to the number of new LEDOs their recruits acquire. This
compensation can take the form of monetary awards or the award of additional LEDOs. In
addition, a central data processing system, accessed through "online" networks of computers,
20 will provide consumers with a "shopping portal" to find goods and services available at
participating merchants and websites that will in award LEDOs to users in return, a catalog
showroom of redemption merchandise, and the ability to interact with other LEDO collectors in
games, chat, auctions, and trading.

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